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## Time Wants To Purchase Newark News

Time Inc.'s interest in purchasing one or more newspapers will reach a formal negotiation stage with owners of the Newark (N. J.) News this weekend, E&P has learned on good authority.

The approach to members of the Scudder family, who control the Evening News Publishing Co., was disclosed January 17 at the same time that officers of Time Inc. announced that agreement had been reached to acquire Little, Brown & Co., Boston book publishing house, in a tax-free stock transaction.

Reports that the magazine concern (Time, Life, Fortune) was desirous of buying the Newark News, which has 274,000 circulation evening and 423,000 Sunday, became current a week ago. Edward W. Scudder, Jr., president of the publishing company, acknowledged that Time had "expressed interest" in the 85-year-old company but he said talks had not reached the stage of formal negotiations.

Garden State Paper Co., a newsprint firm, and radio station WYNI are not involved.

Price Not Given

At present values, the acquisition of Little, Brown & Co. would involve stock worth about \$16.5 million. No figure has been mentioned on the Newark newspaper property but it would undoubtedly exceed that amount by a considerable sum. Only last fall the News completed a modernization and expansion of its plant at a cost in excess of \$12 million.

Time Inc. reported net income of \$37.2 million for 1966 and \$24.7 for nine months of 1967. The corporation has many other enterprises than the three magazines and its diversification has been planned to fit under the "knowledge industry" umbrella.

The Newark News is the largest newspaper in New Jersey and its competition comes from the Newark Star-Ledger (morning and Sunday) which is owned by S. I. Newhouse, and from hometown dailies and weeklies in the many communities that circle Newark.

At commuter terminals and on newsstands as far uptown as Grand Central Station, the Newark News has had a growing sale in Manhattan since the departure of the World Journal Tribune and its three predecessors. The Newark paper gives a strong play to New York stories covered by its own staffers and distributes an edition with late stock quotations.